

"But there is a general worldwide movement against tobacco and although I don't think it will actually make any difference to the number of people who smoke, or any of those issues—that's my personal view—the fact remains that the trend is against. If you were to allow Formula 1 to go on with tobacco advertising, two things would happen. You would gradually restrict the number of countries in which you can have a Grand Prix, and secondly, you would tend to push Formula 1 into a kind of side road of sponsorship and you might well find that general sports sponsorship overtook you. You were stuck there with tobacco, completely in their hands, and even though the money was going up everywhere else, you couldn't introduce any of that into Formula 1 because none of them would come in because you've got tobacco. So you have a double risk: cutting down the countries, losing out on sponsorship. It seemed to me that the right course was to try to get out of tobacco and bring Formula 1 back into the mainstream of sports sponsorship."⁶⁶

Whenever tobacco sponsorship has been threatened in the past, a sordid cavalcade of sponsorship fattened sports administrators and sound bite fed sportsmen have threatened the end of the world. As we all now know, Marlboro's ignominious exit from the Australian Open Tennis reduced that event to little more than a suburban tennis match.

Since Benson & Hedges left the cricket, the Australian team has barely won a game.* Presumably, the five years grace for tobacco in the grand prix is born of the same nonsense.

Five years grace is supposed to make everyone feel that justice has finally been done. But imagine if after last year's trackside death in Melbourne grand prix officials had retorted "well, we acknowledge that safety problems exist at the track, but let's not go overboard here...we're announcing that we will fix these problem in five years." The moral revulsion would be palpable. If Mosley and FIA know it is wrong and socially unacceptable to abet tobacco companies by providing them one of the world's largest stages to do their dirty work, it is wrong now, wrong next race, and wrong all next year. It is not simply wrong five years from now.

Society expects those who have done wrong to do five things: admit they did it; say they're sorry; try to make good the damage done; promise never to do it again; and do a penance or public humiliation, symbolising that they accept they

*For those readers from non-cricketing nations, for years Australia has been the undisputed world champion in this sport, regularly humbling—some might say disgracing—teams from nations with far larger populations, such as England and South Africa.

have done wrong. Is it unimaginable that FIA officials and the leading drivers who have done more than any other individuals on earth to promote smoking, might think about how they could meaningfully do these things?

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- 4 **Federation Internationale De L'automobile.** Ten seconds that can save your life. URL: http://www.fia.com/tourisme/AutoMotive/automotive8a/10-secondes/10_secondes.html
- 5 **Anon.** F1 to ban cigarette ads. CNN. 22 November 2001. URL: <http://europe.cnn.com/2001/WORLD/europe/11/22/fia.tobacco/>
- 6 **Formula 1.** Com Max Mosley interview. 16 February 2002. URL: <http://www.formula1.com/news/headlines02/02/s8479.html>

ABOUT THE COVER

Tobacco advertising in cyberspace

The rocket scientist on the cover was used by Brown & Williamson in 1958 to convey the impression that intelligent and thoughtful people were smokers, and smokers of their Viceroy brand, of course. This campaign, although it ran for only a year or so, had many other finely executed and beautiful variants featuring professionals who each "thinks for himself" and "knows the difference between fact and fancy": an electrical engineer, an atomic physicist, a newspaper editor, an astronomer, a TV journalist, an anthropologist, an automobile designer, and even a football coach. Also evident is the visible smoke, now an anachronism. This interesting campaign and its richness of variations is just a glimpse of the enormous collection of tobacco advertising assembled by Rick Pollay and now available on the web.

Dr Richard W (Rick) Pollay, a business school Professor of Marketing at the University of British Columbia (Vancouver), was researching the history of advertising, among other topics, when invited to do a content analysis study of cigarette advertising from the 1940s and 50s for the path breaking Cipollone case (New Jersey 1987). The vigour and hostility of the tobacco industry's reaction to his marketing expertise and evidence, and the multidisciplinary nature of tobacco policy issues, provoked him to continue research in this area and to investigate the history of cigarette advertising practices in depth. Over the years this has led to over 100 research work products, including many refereed publications in both his own areas (advertising and marketing) and in tobacco control. He has contributed to multiple Surgeon General's reports—those on children, minorities, and women. He has also been asked to share his knowledge with juries in numerous tobacco trials in both the USA and Canada. This expert witnessing granted him early access to volumes of corporate documents. This collection of advertising examples is a component part of the Tobacco Industry Promotion Series (TIPS) at the History of Advertising Archives where he is the curator. The TIPS holding is a much larger collection which also includes corporate documents, sundry artefacts such as candy cigarettes and tobacco toys, material on the industry's use of public relations, reels of tobacco TV ads, etc.

In April 1999, Dr Pollay donated approximately 8000 slides containing tobacco advertisements, tobacco industry issue ads, and anti-smoking ads to the Roswell Park Cancer Institute, with another 2000 donated in 2001. Under the leadership of Dr Michael Cummings, a team of professional librarians has created a catalogue of most of these 10 000 images. Roswell Park will continue to seek new and novel ways to expand this resource through collaboration and collection, including new material compiled by Dr Pollay, by Roswell Park staff, and by other potential collaborators. Please note, however, the contents of this collection are intended for educational, academic, and non-commercial use only. These many US ads can be accessed at the web site: <http://roswell.tobaccodocuments.org/pollay/dirdet.cfm>